

Rep Order# 6816894 Ver# 3 Mod# 1 Status Confirmed
EC'd No

Traffic Order# 770861

Printed: 07/27/2012 12:15 PM

1 of 2

Last Received: 07/27/2012 11:23 AM

Showing Buylines: All Lines

Station	WUPW-TV TOLEDO, OH.
Advertiser	().CROSSROADS GPS
Product	CROSSROADS GPS-R
Estimate#	577
Buyer	Noelle Ramsey
Phone#	
Fax#	

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/577
Flight Dates 05/23/2012 - 05/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

— CONTRACT COMMENT —

SC-*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH	3P-4P	PEOPLE'S COURT	:30	\$50.00	05/24-05/24	1	1	1	\$50.00	
	2	M	3P-4P	PEOPLE'S COURT	:30	\$50.00	05/28-05/28	1	1	1	\$50.00	
	3	W	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	05/23-05/23	1	1	1	\$175.00	
	4	TH	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	05/24-05/24	1	1	1	\$175.00	
	5	TU	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	05/29-05/29	1	1	1	\$175.00	
	6	TH	11P-1130P	SEINFELD<	:30	\$60.00	05/24-05/24	1	1	1	\$60.00	
	7	M	11P-1130P	SEINFELD<	:30	\$60.00	05/28-05/28	1	1	1	\$60.00	

--REPORT TOTALS--

Report Totals: 7 / \$745.00

---SALES MONTHLY TOTALS---

May 12:	4 / \$460.00	Jun 12:	3 / \$285.00
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Sales Totals: 7 / \$745.00

Station Totals: 7 / \$745.00

Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$12,417	CATV	0%	WNGT	0%	WNGO	8%	WTOL	53%	WTVG	33%
		WUPW	6%								

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Station WUPW-TV TOLEDO, OH.
Advertiser () CROSSROADS GPS
Product CROSSROADS GPS-B
Estimate# 577
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/577
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---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA 35+

--- CREDIT RISK ---

CASH IN ADVANCE